C L A I M   A M E N D M E N T S

The following is a complete listing of all claims ever presented in the present application, including the text of all pending claims and withdrawn claims.

1 - 18 (CANCELED)

19.   **(CURRENTLY AMENDED)** A terminal, coupled to a central controller, to enter product data into the central controller system that allows a viewer to purchase products shown in an entertainment program, the terminal comprising:

means for entering product information relating to a product used in the entertainment program, wherein the product information includes information identifying how the product was used in the entertainment program;

a local database storing the entered product information; and

means for transmitting to the central controller the product information stored in the local database.

20.   **(CURRENTLY AMENDED)** A method for entering product data and transmitting the product data to a central controller which allows a viewer to purchase products shown in an entertainment program, comprising the steps of:

entering product information relating to a product used in the entertainment program, wherein the product information includes information identifying how the product was used in the entertainment program;

storing the entered product information; and

transmitting the stored product information to the central controller.

21.   (ORIGINAL) The method of claim 20, wherein the step of transmitting comprises the step of:

remotely transmitting the stored product information to the central controller.

22 - 36   (CANCELED)

37. **(CURRENTLY AMENDED)** A method for allowing entertainment program viewers to purchase products shown in an entertainment program, comprising the steps of:

entering product ~~information data about~~ related to a product used in the entertainment program~~, wherein the product data includes information identifying how the product was used in the entertainment program~~;

receiving the entered product data;

storing the entered product data in a central database; and

accessing from the database information about the product used in the entertainment program.

38. **(CURRENTLY AMENDED)** The method according to claim 37, wherein the step of entering product data includes the substeps of:

~~entering product information relating to the product shown in the entertainment program, wherein the product information includes information identifying how the product was used in the program;~~

storing the entered product information in a local database; and

remotely transmitting the product information stored in the local database to the central database.

39.   (ORIGINAL) The method according to claim 37, further comprising the steps of:

receiving from the viewer a request about the product shown in the entertainment program, the request containing a subset of the product information;

identifying the product information in the database using the subset of the product information; and

sending to the viewer the identified information about the product.

40.   (ORIGINAL) The method according to claim 37, wherein the step of accessing includes the substeps of:

receiving a request from an entertainment program viewer about a product shown in the entertainment program;

remotely transmitting a query relating to the request; and

receiving product information about the product identified in the request.